

Tahoe plates come with free lift tickets

The Tahoe Fund is again launching the Plates for Powder promotion to drive sales of Lake Tahoe license plates.

From now until April 1, individuals who purchase a new Lake Tahoe license plate in either California or Nevada may receive two free lift tickets to one of the 11 Tahoe resorts participating in the program.

More than 96 percent of the funds raised through the plate sales go directly to the California Tahoe Conservancy and Nevada Division of State Lands to fund hiking and biking trails and watershed restoration projects.

The Tahoe Fund, a bi-state nonprofit dedicated to raising money for environmental improvement projects that support lake clarity, recreation and stewardship in the Lake Tahoe Basin, is organizing the program on behalf of the public agencies.

Information on how to purchase a plate and redeem free tickets is available online.